



WCPO

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ORDER

Print Date 08/29/12

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Flight Dates 10/30/12-11/06/12

Contract / Revision 304912 /

Original Date / Revision
08/29/12 08/29/12

Advertiser Crossroads GPS

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Product

Issue. Crossroads GPS. 10.30-11.1

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1000

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	50	\$53,550.00	\$63,000.00	0.00	10/29/12	11/05/12	50	\$53,550.00	\$63,000.00
Totals	50	\$53,550.00	\$63,000.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	10/30/12	11/05/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--		4				\$900.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$900.00		0.00			
2	WCPO	10/30/12	11/05/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--		4				\$900.00		0.00			
	Week:	11/05/12	11/11/12	M-----		1				\$900.00		0.00			
3	WCPO	10/30/12	11/05/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	5	\$3,750.00



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Contract / Revision **304912** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 08/29/12/ 08/29/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**

Product **Issue. Crossroads GPS. 10** Estimate # **1000**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
17	WCPO	11/03/12	11/03/12	OSU Football OSU Football	CM	1158a-1130p	-----S-	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-			1			\$8,000.00		0.00			
Totals														50	\$63,000.00